

ABSTRAK

Visual book Design as an Educational Media for Preventing Antimicrobial resistance (AMR) in Children in Banyumas

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Antimicrobial resistance (AMR) is a condition in which drugs are no longer effective in treating infections, which can increase the risk of disease spread and even death. The WHO has identified AMR as one of the 10 global health threats, with 5 million deaths per year due to bacterial infections, referred to as the “Silent Pandemic.” Children are a vulnerable group to AMR due to their underdeveloped immune systems and the limited availability of new antibiotics for children. This study aims to design a visual book as an educational tool for preventing antimicrobial resistance among children in Banyumas. The research method used is a qualitative approach with data collection techniques through in-depth interviews with the Pediatric Clinical Pharmacist at the Pharmacy Department of Margono Soekarjo General Hospital as the research informant. Primary data was obtained through direct interviews, while secondary data was obtained from books, previous studies, and official websites. The design target focuses on children aged 10 years at the elementary school level. A visual book was chosen as the educational medium because it can combine text and images to support the information delivery process, and help children process information more quickly since the human brain tends to be more responsive to visuals. The research results are expected to serve as a health literacy medium that simplifies information about antimicrobial resistance into something more engaging and less intimidating for children, thereby reducing the potential risks of AMR through an early understanding of proper antibiotic use.

Kata Kunci: *Antimicrobial resistance, visual book, educational media, health literacy, AMR prevention.*